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BOOK NUMBER

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MANY FRESH MILKS ON TODAY'S MARKET\*

(Suggested TV Script)

Video

Picture of dairy case in store,  
if available,

or

Display of kinds of milk and  
sizes of containers on local  
market.

Use flannel board (or blackboard,  
"strip-tease" chart, or other visual)  
to list kinds of milk and price.

Put regular milk on flannel board

Point to creamline on quart  
of milk

Put price on flannel board

Closeup of bottle caps or carton, or  
show picture

Audio

Wide variety of fresh milks on market  
today. Dairy industry has provided us  
with safe milk and variety of kinds at  
prices to fit every pocketbook.

Many of you may not be aware of how many  
kinds of fresh milk you can buy here in  
\_\_\_\_\_ (county or city). Let's go  
down the list and see how many your  
family drinks regularly.

Regular milk. . . the kind we've always  
used most often. . . cream on top. . .  
families who like to use the cream on  
cereal or in coffee and drink part  
below the creamline prefer this.

Here in \_\_\_\_\_ (city or county)  
regular milk costs \_\_\_\_\_ cents per  
quart. . . if you buy it in half gallon  
containers, it's only \_\_\_\_\_ cents per  
quart. It's grade A, of course. All  
(most) of the milk that is sold in  
\_\_\_\_\_ (city or county) is grade A  
. . . and like all (most) of the fresh  
milk you buy, it's pasteurized. You  
don't have to worry about milk being  
safe for your family as long as you see  
grade A pasteurized on the bottle cap  
or carton.

\*Check your local market for kinds of milk and prices. Some of the  
statement in this script may not apply in your locality.

Audio

Add homogenized milk  
to flannel board

Put price of homogenized  
milk on flannel board

Add skim milk to flannel board

Put price on flannel board

Add buttermilk to flannel board

Put price on flannel board

Video

Homogenized milk is being more widely used all the time. Food value is the same as regular milk. . . the only difference. . . milk is put through a machine at the milk plant which breaks up the little butterfat particles so cream never rises to the top. The good flavor of whole milk is there. . . even though you can't see the cream. Here in \_\_\_\_\_ (city or county) some of the dairies say \_\_\_\_\_ percent of the whole milk they sell now is homogenized.

We pay just the same (We pay \_\_\_\_\_ cents more per quart) for the homogenized milk.

Kind of milk that's getting to be more popular all the time. . . especially with folks who are watching their waistlines. . . is skim milk. Has just about half the calories of whole milk . . . yet the important food values are there. The protein, minerals, and vitamins, except vitamin A. If you use skim milk regularly, you'll want to eat butter or green or yellow vegetables each day to be sure of getting enough vitamin A. Skim milk a budget stretcher, too. Costs only \_\_\_\_\_ cents per quart here in \_\_\_\_\_ (city or county).

Buttermilk is a favorite with many people. Refreshing tangy flavor, especially good during the summer. Food value similar to skim milk. . . and calories, too, are same as skim milk. . . unless the old fashioned kind of buttermilk that has pieces of butter floating on top. Buttermilk costs the same as skim milk here in \_\_\_\_\_ (city or county) . . . just \_\_\_\_\_ cents a quart.



Video

Add lactic acid milk to  
flannel board

Put price on flannel board

Add chocolate milk and  
chocolate drink to flannel board

Closeup of bottle caps or  
cartons

Add prices to flannel board

Add high-fat milk to flannel board

Put price on flannel board

Shot of flannel board with all  
milks listed

Shot of different size containers

Audio

Lactic acid milk similar to buttermilk, except made from whole milk. Culture is added and tastes very much like cultured buttermilk. Lactic acid milk used frequently for special diets, as it is easily digested. . . , often used for infant feeding. . . and many people who prefer the sharp, refreshing flavor of this kind of milk. Lactic acid milk costs a little more than buttermilk. . . \_\_\_\_\_ cents a quart, because it is made from whole milk.

Alltime favorite with children is chocolate milk. We have both chocolate milk and chocolate drink here in \_\_\_\_\_ (city or county). Chocolate milk is made by adding chocolate syrup to whole milk, while chocolate drink is made from skim milk. It's a law in our State\* that these milks have to be labeled in this way.

Chocolate milk costs \_\_\_\_\_ cents a quart and chocolate drink \_\_\_\_\_ cents.

For people who like extra rich milk, some dairies provide a higher-fat content milk. Here in \_\_\_\_\_ (city or county) this kind is called Golden Guernsey or Jersey Creamline. You pay a little more for this premium milk. . . \_\_\_\_\_ cents.

Would you have guessed it? \_\_\_\_\_ kinds of milk in our stores. . . a variety of flavors. . . prices. . . and different size containers. The large sizes are money savers, if you have room in your refrigerator. . . and if your family uses the milk within a few days from the time you buy it.

With so many kinds of milk available, it should be easy for everyone. . . regardless of their age. . . to find a kind they will enjoy.

\*Check to be sure whether this statement applies to your State.







